

Briefing Reports

Flight 93 Advisory Commission Meeting

February 9, 2013

**Families of Flight 93
Families Report**

To: Flight 93 Advisory Commission
From: Gordon Felt, Patrick White
Date: January 30, 2013
Subject: Families of Flight 93 Report

Annual Meeting- January 12, 2013, Washington, D.C.

The Families of Flight 93 met in Washington, D.C. this past January to hold their annual meeting, reestablish director and emeritus board memberships, and select a leadership team for the coming year. The 2013 slate of officers is as follows:

Gordon Felt- President
Patrick White- Vice President
Carole O'Hare- Secretary
Calvin Wilson- Treasurer

End of year consultant reports were received by Hollier & Associates and LA&K. (See attached reports in FAC briefing materials). Special recognition was given to Mr. Will Hollier and Ms. Lisa Linden for their outstanding service and dedication to the Families of Flight 93 as well as the Flight 93 National Memorial. 2012 marked the end of the professional relationship between these two consultants and the Families of Flight 93 (FOF93). In each case, Will and Lisa have graciously offered to continue in an unpaid advisory capacity to the memorial project. Their passion and dedication to the Flight 93 National Memorial is certainly unquestioned!

In addition, based on discussions begun in late 2012, the Board has elected to move to a quarterly meeting format anchored around the schedule of the FAC meetings. Similarly, the primary efforts of the Families this year will be on the transfer of ownership of the remaining land and sub-surface rights held under its Letter of Intent with the National Park Service. Closings on four tracts are being timed to occur prior to the funding deadline for inclusion of the Learning Center in the next phase of project construction and design, so as to assure completion of the primary/major design elements by 2016's anniversary or sooner.

Partner Updates were also presented to the Board of FOF93 at the annual meeting:

Superintendent Reinbold, Deputy Superintendent Newlin, and King Laughlin provided excellent updates on progress that is being made on construction, reforestation, interpretive design, and fund-raising. In addition to these particular areas of interest, questions were addressed regarding a timeline for September 11th planning.

The Board of FOF93 would like to offer special thanks to King Laughlin for helping to arrange a wonderful meal at Washington's Hard Rock Cafe and to Jeff and Keith for their ability to join us as we experienced a private tour of the Capitol given by Guide-extraordinaire Ms. Nellie Neumann.

Families of Flight 93
Public Funding / Government Relations

To: Flight 93 Advisory Commission
From: Gordan Felt, Patrick White & Will Hollier
Date: January 30, 2013
Subject: October-February 2013 Government Relations Report

Federal Appropriations:

Mr. Hollier provided intelligence-gathering and consultation with House and Senate appropriations staff and Pennsylvania Delegation regarding status of budget and appropriations process.

Mr. Hollier participated in conference calls with FF93 and the U.S. Mint regarding design of the Fallen Heroes of 9-11 Congressional Gold Medal.

Mr. Hollier provided strategic advice regarding Senator Schumer's legislation to provide federal funding to the National September 11th Museum and Memorial.

Organization

Mr. Hollier reviewed and provided comments to LAKPR on press and advocacy materials.

National Park Service Operations Briefing Report

To: Flight 93 Advisory Commission
From: Barbara Black
Date: January 30, 2013
Subject: National Park Service Operations Report

Visitation

- Calendar Year 2012 Visitation: 318,000 (2011: 265,000)
- Buses visited in 2012: 1,250 (2011: 727)
- Visitation from dedication of memorial on September 10, 2011 to year-end 2012: 456,000
- Visitation from 2001 to 2012: nearly 1.9 million

Volunteer-in-Parks Program

- 70 active volunteers
- 50 are Ambassadors

FLNI held the annual VIP recognition dinner on November 30, 2012 with 58 volunteers attending. Twenty-nine volunteers received an NPS free-entry pass, good for one year, based on the accumulated hours they have contributed. Two volunteers received a special recognition gift for contributing over 300 hours just during FY2012. All volunteers received a VIP brass Christmas ornament.

Three new Ambassadors will be trained this Spring.

The Greeter program will start up again in the early summer with a few changes. The Friends of Flight 93 will continue to recruit volunteers. NPS (Adam Shaffer) will train and schedule the volunteers.

Interpretation

There has been a lot to be learned this past year with the opening of the permanent memorial and new visitation patterns. The Division of Interpretation is spending the winter season reviewing the new programs initiated last year, and improving educational resources and communication.

Specifically, the current projects are:

- Website: significant improvements and additions have been made to the website with an overall re-skinning by the National Park Service in general. Brendan Wilson is responsible for website. Some of the new additions include: four full-length videos of the “Learning Center Without Walls Speaker Series” at last year’s September 11 Observance; a “Partners in Action” page with the latest news and videos on what our partners are doing; and written scripts of the cell phone tours for accessibility of the hearing impaired.

- Junior Ranger Program: Adam Shaffer and seasonal interpreter, MaryJane Hartman are working with our University of Pittsburgh partner Dr. Mary Margaret Kerr on developing the new Junior Ranger Program. A graduate student of Dr. Kerr's will spend the Spring semester helping with content for the booklet. The Fred Rogers Company will also have input into the program. A first version will be ready for "kid review" during National Park Week on Junior Ranger Days, April 20-21.
- Discovery Table: last year on Founder's Day, Adam and MaryJane launched a children's "Touch Table" of items that had significance to the Flight 93 story and the land where this event occurred. With the help of a grant received by the Friends of Flight 93, FLNI was able to purchase more touchable objects and provide more experiences for our young visitors. The new "Discovery Table" will be available on the Junior Ranger Days and for other special events during the year.
- During the two Reforestation weekends this year, Interpretation will be providing more educational information about the techniques and reasons for planting the trees, adding not only to the visitor's experience but also to the volunteer's. Interpretation also plans to chronicle the event using social media with before, during, and after messages and updates.
- Group tours: There was a 72% increase in group tours from 2011 to 2012. The Friends of Flight 93 had provided assistance to help Interpretation Ranger Wendy Clay collect, answer, and organize the information for each group. FLNI is experimenting with software that will allow a group or school to make reservations and receive a reply with needed information by registering on-line. This program will generate a spreadsheet and calendar for planning and scheduling purposes.

Oral History and Documentation Project

The second year of the three year grant from the Heinz Foundation has begun. The initiative for the second year is to continue interviewing and identifying those that are critical to the story of Flight 93, and spend an increased amount of time to transcribe, edit, and review the interviews to completion to make them available to NPS staff and researchers. The collection now totals 786 interviews with 203 interviews completely through the process and available for use.

Project Highlights for this quarter:

- Kathie Shaffer and Donna Glessner attended "A Day of Remembrance" at the U.S. Capitol Visitor Center on December 4 for Congressional spouses, hosted by Mrs. Kris Toomey. Four spouses were interviewed that day with subsequent follow-up for more.
- An interview in December with Major General Larry Arnold, USAF retired, who was the Commander of the 1st Air Force and of the Continental North American Aerospace Defense Command (NORAD) on September 11.
- A chance meeting in November on the Memorial Plaza occurred with Kathie Shaffer and the 10th Architect of the Capitol, Alan Hantman, who was the architect on September 11.

- A new partnership was formed with Penn State – Altoona and the Oral History Project. Professor of History, Doug Page, and Professor of English, Laura Rotunno, will use their students this spring and fall to create abstracts from the oral history transcripts. This short version of the content of the interview is necessary to help the researcher decide if this full-page transcript (often over 100 pages) is worth taking the time to read. Abstracts will eventually be placed on the website to promote the use of the collection.

Recent Use of the Oral Histories, Documentation Collection, and Tribute Collection:

- Visitor Center exhibit plan and script: Kathie Shaffer and Donna Glessner have contributed generous time to providing input and resources into the exhibit.
- National September 11 Memorial and Museum: items from the Tribute Collection will be loaned to New York's exhibits to tell the story of Flight 93

Friends of Flight 93 National Memorial
Briefing Report, November 3, 2012

To: Flight 93 Memorial Advisory Commission
From: Donna Glessner, Secretary, Friends of Flight 93 National Memorial
Date: January 30, 2013
Subject: Quarterly Briefing

Connecting People to the Park:

The latest issue of the Friends newsletter, *Field Notes*, was delivered to 200 members on January 31. Thousands more will learn about programs and opportunities at the park by reading the newsletter at the NPS website under the “Support Your Parks” tab. The next issue will be published in April. See www.nps.gov/flni

Forty Friends attended the Annual Meeting of the membership in November, received the organization’s Annual Report, heard briefings from Superintendent Reinbold about the Visitor Center and Learning Center and King Laughlin about the fundraising campaign and learned about upcoming volunteer opportunities at the park. Four Friends were elected to three-year terms on the Board of Directors. They are: Mary Jane Snyder (re-elected), Debby Borza (re-elected), Ginny Barnett, and Nicole Eickhoff.

The Friends have applied for a marketing grant from the Somerset County Tourism Grant program. If the grant is awarded, the Friends will develop an advertising and messaging program designed to encourage residents of Washington, D.C., Pittsburgh, Philadelphia, Harrisburg, and Cleveland to visit the memorial this year. The grant will also fund printing and distribution of rack cards in Southwestern Pennsylvania and at Pennsylvania’s Welcome Centers.

Advancing Education and Understanding:

The Friends are sponsoring a motor coach trip to New York City on April 6 aimed at acquainting our staff and volunteers with the National 9/11 Memorial at Ground Zero and renewing our relationship with the docents and staff at the Tribute Center. This is the trip that was originally scheduled for last November and canceled due to Hurricane Sandy.

A grant which the Friends received from the National Environmental Education Foundation is funding development of a Children’s Discovery Table which offers hands-on exhibits for the park’s youngest visitors. The Discovery Table will debut on Junior Ranger Day, April 20.

Members of the Friends Board will attend the annual meeting of the Friends Alliance in Washington, D.C. later this month.

Stewardship Initiatives:

The Friends will participate in four days of tree planting at Flight 93 National Memorial, assisting with registration, and recruiting teams of volunteers. A grant which the Friends received will cover the cost of renting a hand-washing station for the event.

Strengthening the Organization:

In many ways, 2013 will be a watershed year for the Friends as the organization begins a two-year transition period of accepting fundraising responsibilities from the National Park Foundation. As part of this transition, the Friends will hire an executive director. The National Park Foundation is providing a grant to the Friends to offset the costs of this staff person during the transition period. The Friends will engage a search firm to identify candidates for the position, someone who shares our passion, will work closely with our partners, and has the skills to build an organization with lasting impact.

Board officers for 2013, elected in January are: President, Lladel Lichty, Vice-President, Patrick White, Secretary, Donna Glessner, and Treasurer, Mary Jane Snyder.

Communications Briefing Report

To: Flight 93 Advisory Commission & Families of Flight 93
From: Lisa Linden, CEO
Linden Alschuler & Kaplan, Inc.
Date: January 30, 2013
Subject: Communications Update

Introduction

Following the week of historic events and poignant remembrances of this year's September 11th anniversary, for the past three months, LAK's attention and energy has turned to participating in significant media opportunities and initiatives to help raise awareness of the Flight 93 National Memorial and the effort to see it completed.

November 3rd Advisory Commission Meeting

Lisa Linden attended the November 3rd Advisory Commission meeting in Somerset County and presented LAK's media activities and highlights for the past quarter, including this year's September 11th commemoration (which she attended from September 6th – 11th) and the christening of the USS Somerset in New Orleans in July (which she also attended). The *Daily American*, *Johnston Tribune-Democrat*, *Pittsburgh Post-Gazette* and *Pittsburgh Tribune-Review* covered the meeting. Stories from this meeting focused on the increase in visitors, the ongoing and increasing contribution of volunteers and the construction of the permanent visitors center and adjoining learning center, expected to begin next spring. Patrick White was quoted in *The Daily American*, discussing land use issues and stressing the importance of assuring that surrounding properties do not maintain uses that would be deemed inconsistent with or inappropriate to the national memorial.

December 4th Congressional Tribute

LAK assisted in raising media awareness of the December 4th Congressional tribute in Washington, D.C., Mrs. Toomey and Mrs. Casey, the wives of Pennsylvania's senators. After discussion with King Laughlin, LAK prepared a memo with suggestions for media outreach, focusing on outlets based in Washington, D.C. and Pennsylvania. Working in cooperation with the Families, Lisa Linden drafted a statement of appreciation by Gordon Felt, which local Pennsylvania media incorporated into after-event coverage.

Annual Meeting/Election of Officers, January 2013

LAK submitted a media highlights/public relations recap covering 2008-2012 for the Families of Flight 93 annual meeting in January.

Lisa Linden serviced a press release drafted by LAK announcing Gordon Felt's return as president of the Families of Flight 93 and the new slate of officers to local media. A story by the *Associated Press* was carried by *Aviation Answers*, *Centre DailyTimes*, *Daily Journal (IN)*, *Dayton Daily News (OH)*, *Fox News*, *I4U News*, *KRMG (OK)*, *Lancaster Online*, *Lebanon Daily News*, *Palm Beach Post*, *Phillyburbs.com*, *SF Gate/San Francisco Chronicle*, *The Mercury (Pottstown, PA)*, *The Republic (IN)*, *The Scranton Times-Tribune*, *The Tribune-Democrat*, *WFMJ*, *WHTM/ABC27*, *WJAC*, *WKBN*, *WSOCTV* (Charlotte, NC), *WTRF*, *WYTV* and the *York Daily Record*. *The Tribune-Democrat* also ran a news brief in its local news section. In addition, the *Pittsburgh Tribune-Review* covered the announcement. Lisa arranged for Mr. Felt to be interviewed by *WESA*, Pittsburgh's NPR News Station, which was posted online.

Statement Regarding Interior Secretary Ken Salazar's Departure

LAK is working with Gordon Felt to prepare a statement of appreciation regarding the departing Secretary of the Interior's advocacy on behalf of the Flight 93 National Memorial. Secretary Salazar was instrumental in moving the project forward.

Ongoing Efforts

Throughout the quarter, Lisa Linden participated in conference calls of the Flight 93 National Memorial partners' Communications Committee led by Gordon Felt of the Families of Flight 93.

LAK continues regular monitoring of media and blog sites for stories regarding Flight 93.

Conclusion

As always, it has been a tremendous honor for LAK to work with the Families of Flight 93 and the Flight 93 National Memorial partners to help tell the world about the ongoing efforts to complete the Flight 93 National Memorial. We look forward to continuing that work in the months ahead, ensuring that future generations remember the lives and actions of the Flight 93 heroes.

Interpretive Planning Briefing Report

To: Flight 93 Advisory Commission
From: Jeff Reinbold
Date: January 30, 2013
Subject: Interpretive Planning Report

The Interpretive Planning Technical Committee continues to participate in the design of the Visitor Center exhibits. The Committee is advising the exhibit team on the overall exhibit approach, content and in particular, the presentation of potentially sensitive material. The design process includes a series of in-person meetings, online and conference call sessions, and formal review periods. Former Commissioner Dr. Ed Linenthal has continued to participate on the committee. The remaining milestones (amended) are outlined below:

February 6, 2013 Milestone: Submittal of 100% Design Development and Second Draft Script, Final Content Management Database

February 6 - 13: Review of 100% Design Development and Second Draft Script, Final Content Management Database

February 13, 2013 Milestone: Conference Call / Go To Meeting: Review 100% Design Development and Second Draft Script, Final Content Management Database comments

February 27, 2013 Milestone: In Person Meeting / Go To Meeting - 50% Exhibit Production Drawings and Third Draft Script and All Images for Approval and Purchase

February 27 - March 3: Review of 50% Exhibit Production Drawings, Third Draft Script and all Images for Approval and Purchase

March 13, 2013 Milestone: Conference Call / Go To Meeting: Draft Final Exhibit Production Drawings and Draft Final Script for Approval

March 13-18: Review of Draft Final Exhibit Production Drawings and Draft Final Script

Interpretive Planning Technical Committee Members

- Brent Glass
- Donna Glessner
- Ed Linenthal
- John Reynolds
- Ed Root
- Barbara Black
- Jeff Reinbold

Lands Briefing Report

To: Flight 93 Advisory Commission
From: Patrick White (on behalf of the Families of Flight 93)
Date: January 30, 2013
Subject: Lands Report

Following is an update of the Families of Flight 93 and the National Park Service (NPS) land acquisition/disposition related activities at Flight 93 National Memorial (FLNI) since the Commission's last meeting of November 3, 2012.

- **Svonavec, Inc.** (01-102). The voluntary condemnation matter is progressing in federal court in the Western District of Pennsylvania in Case No. 09-233, with the latest docket pleadings filed being the government's reply to the Svonavec's assertions supporting their ~\$23 million appraisal's valuation opinion. In its reply the government argues the valuation methodology used is incorrect, and if it were correct, that it is wrongly based on speculative and hypothetical income expected to be derived from a non-existent "private memorial." Earlier claims by Svonavec for substantial value from coal mining and other mineral rights that were based on various unrecorded and otherwise unauthenticated documents were denied by the court. . No trial date or case management conference has been set.
- Families of Flight 93 (Families), formerly **Mock** (01-114). NPS actively engaged to acquire; Families has accepted an NPS offer to purchase. An ESA will be required prior to closing.
- Families, formerly **K. Lambert** (01-125). NPS actively engaged to acquire; Families are retaining a local appraiser to value the property for sale. An ESA will be required prior to closing.
- Families, formerly **T. Lambert** (01-109). NPS actively engaged to acquire; Families are retaining a local appraiser to value the property for sale. An ESA will be required prior to closing.
- Families, formerly **Blades** (03-106). NPS actively engaged to acquire; Families are retaining a local appraiser to value the property for sale. An ESA will be required prior to closing. Families have also entered into a License Agreement with the NPS to occupy & use the residential dwelling unit and detached garage for its seasonal rangers or other staffing accommodations in exchange for maintaining the property until sold.
- Families, various coal tracts. Families have paid current year ad valorem taxes for the various coal tracts, which are agreed to be conveyed to the Somerset County Conservancy and to the NPS as appropriate to merge the fee/surface land owner with the subsurface rights below.

Design and Construction Briefing Report

To: Flight 93 Advisory Commission
From: Jodie Petersen and Keith Newlin
Date: January 30, 2013 (submitted)
Subject: Design and Construction Report

Compliance and Permits:

- The NPDES (erosion and sediment control) permit :
 - Water Quality sampling continues. Permit amendment will be included in Phase 1B Visitor Center/Learning Center project and coordinated with the water/wastewater project needs.
- The 404 and 401 permits (wetlands):
 - The PADEP has been receiving the required soil/discharge monitoring/reporting as required per the permits.
 - 401 Permit conditions also require additional monitoring, reports (linked to the NPDES Permit) and inspections.
 - Long Term Wetland Monitoring continues as per the permit requirements.
 - Water sampling for permit requirements is still underway and documentation is sent to PA DEP. The construction contractor for the next phase will be required to continue this effort.

Phase 1B Design: Visitor Center and Learning Center with Additional Bid Options

- Paul Murdoch Architects (PMA) submitted 100% Complete Construction Documents with comments returned by NPS. PMA and NPS will be reviewing comments on January 29, 2013. After this review, it is anticipated that final documents will be completed and ready for contracting no later than March 19, 2013.
 - PMA and Gallagher & Associates continue integrating design needs.
- All Phase Service has been awarded the contract to drill the water well.
 - Award date: 09/01/2012
 - Amount: \$230,380.00
 - Well was drilled and water sampling is with the laboratory for analysis.
 - Well was drilled to approximately 615 deep.
- Wastewater/Water Design Project is underway with HF Lenz.
 - On-site field investigation with PA DEP is underway.
 - Final wastewater construction documents are targeted to be submitted to NPS no later than June 14, 2013.
 - Design work is being coordinated with the State's work on the AMD polishing pond needs.

Phase 1B Exhibit Planning and Design:

- Gallagher & Associates will submit 100% Draft Design Development documents to NPS late Jan. 2013.
- Final production documents are scheduled to be completed in March 2013.
- Fabrication/installation award is targeted for September 2013.

Phase 1B Revegetation:

- About 90 trees will not be planted as they are within the grading transition of the Allee. Planting of these trees will need to be coordinated with the future Phase 1B contract needs.

Phase 1C Route 30 Park Entrance / Entry Road and Revegetation:

- NPS awarded Phase 1C revegetation task order to Vanasee Hangen Brustlin, Inc. on September 19, 2010. This contract includes:
 - Revegetation efforts along the Entry/Approach Road were substantially complete on July 26, 2012.
 - Wetland plants for the Tower of Voices will be planted in spring 2013.
 - General maintenance of the plant material will continue through approximately Dec. 2014.

Return Road:

- Funding for the Return Road was approved per a DOT Grant Award Notice on 09/24/2012.
 - Amount: \$1,200,000.
 - The Return Road is will be a Design/Build Contract.

Maintenance Building:

- PreDesign and Schematic Design was awarded to HF Lenz on 07/12/12 with additional technical support from NPS/DSC office. This project is targeted to be Design/Build metal prefabricated building.
 - Schematic Design package is on review with NPS.
 - The project will be going to the regional February 2013.

Fundraising and Capital Campaign Briefing Report

To: Flight 93 Advisory Commission
From: King Laughlin
Date: January 30, 2013 (submitted)
Subject: Fundraising and Capital Campaign Report

The Flight 93 National Memorial Campaign ended the 2012 calendar year on a strong note and has begun the first quarter of the 2013 fiscal year with over \$1.2 million in new pledges and contributions to the Flight 93 National Memorial.

Fundraising Update

There are some 120,000 individual, foundation, and corporate donors to the Flight 93 cause, who collectively have contributed over \$30,000,000 for the design, construction, and programming of the Flight 93 National Memorial.

This past year, the National Park Foundation granted to the National Park Service nearly \$10 million in private funds for design of the memorial and to resume construction of the next major features of the memorial beginning this spring. The Foundation thanks all Flight 93 partners and all Flight 93 donors for making possible this important milestone in the history of the memorial.

Entering 2013, the National Park Foundation is focused on securing remaining capital funding from private sources for the Learning Center and for design and construction costs associated with the tower of voices. The Flight 93 partners are seeking \$5 million for these features. There are currently over \$12 million in outstanding requests and active solicitations toward this goal.

Partnership with Friends of Flight 93 National Memorial

The National Park Foundation and the Friends of Flight 93 National Memorial have entered into a formal partnership that will provide a means to convey resources and knowledge base from the capital campaign to the Friends. As the campaign prepares for a successful conclusion, this gradual process of transition will ensure continuity among the campaign's 100,000+ donors.

In particular, the National Park Foundation is providing a \$200,000 grant to the Friends of Flight 93 National Memorial, payable over a two-year period, to help build fundraising capacity and continue to raise the profile of the Friends as a fundraising organization in the region and across the country.

The Foundation congratulates the Friends of the Flight 93 National Memorial for taking this next step in the organization's development, as well as for their exceptional work and continued commitment to the memorial's core mission.

Plant A Tree At Flight 93 2013

The National Park Foundation is working with the National Park Service and other Flight 93 partners to prepare for the 2013 version of the Plant A Tree at Flight 93 initiative. Details will be forthcoming but the Foundation would like to recognize sponsors who have generously contributed in the last year to support this exciting tree-planting project. These include: Alcoa Foundation; Arbor Day Foundation; NRG Energy Inc.; Pocono Raceway and NASCAR; Rosebud Mining Company; Roy A. Hunt Foundation; and the UPS Foundation.

Conclusion

The National Park Foundation is proud to play a role in facilitating the next phase of construction of the Flight 93 National Memorial. The Visitor Center and associated features will add to the welcome greeting offered to visitors, as well as further enhance the learning provided by National Park Service Rangers and volunteers.

The Learning Center will add even more to this educational foundation, and the tower of voices will one day become an audible and visual reminder of the courage and bravery of the men and women on Flight 93.

The National Park Foundation looks forward to another year of success for the memorial with the support of the Flight 93 partners and project donors.

Please contact the Capital Campaign office at 202-354-6487 to discuss prospective donors or fundraising strategies. To make a donation to the Flight 93 National Memorial, please visit www.honorflight93.org.